

SML/SEC/EXCH
3rd January, 2020

Dy. General Manager- Corporate Relationship Department BSE Limited P J Towers, Dalal Street, Fort Mumbai 400 001	The Secretary National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, G Block Bandra – Kuria Complex Bandra (East), Mumbai 400 051
Scrip Code: 505192	Scrip Code: SMLISUZU

Dear Sir,

Subject: Press Release

Please find enclosed herewith a copy of Press Release being issued today by the Company.

This is for your information and record please.

Yours faithfully
For SML ISUZU LIMITED



(GOPAL BANSAL)
Whole-time Director & CFO
DIN - 06836592

SML ISUZU Limited

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Trucks & Buses

3rd Jan, 2020**PRESS RELEASE**

At SML Isuzu, technological upgradation to the delight of our end customers and to meet the regulatory requirements have always been the driving core philosophy and with the same ideology, we have thoroughly and scrupulously prepared ourselves for the upcoming major transition in the industry, i.e. to meet the BS-VI Emission Norms from 1st April 2020 onwards.

Today, three months shy of the deadline set by the Government of India, we can proudly say that SML Isuzu, the well-renowned commercial vehicle manufacturer with 34 years of experience in India, is now ready to manufacture BS-VI compliant diesel trucks and buses suitable for all types of Indian road terrains and all kind of end users with multiple applications.

With the dedicated efforts of more than 3 years, the BS-VI technology is indigenously developed in-house with the help of Fuel Injection Equipment & Calibrations Support, EGT and other suppliers, iCAT, one of the prestigious agencies for homologation and vehicle testing has now issued BS-VI compliance certification for the entire range of SML Isuzu's Diesel Trucks and Buses. The new BS-VI norms will upgrade our entire range of trucks (LCVs & MCVs 5 to 13 Ton GVW) and buses (from 12 to 60 seats, for School, Staff, Tourist and Luxury Travel applications) along with the wide range of special application vehicles.

Since BS-VI norms are strict in terms of emissions into the environment and is a complex technology, making the technology much simpler, multiple times extensive testing that have been done indigenously, which has given us enough confidence that our product will be far superior, trust-worthy and fuel-efficient and would be widely accepted and liked by our valued customers.

At SML Isuzu, it's our unrelenting quest to always strive for upgrading our product mix and service for accentuating our customers & end-users satisfaction levels in an ethical and responsible way and at the same time being privy of the environment & Government policies. Our final objective is vivid enough with the company's slogan: "Be the Best, Be the One."

Wishing you all a very Happy and Prosperous New Year 2020.

Thanking you,



Yugo Hashimoto

MD & CEO - SML Isuzu Ltd.